

Building a Social Media Team

Bailey Diers, Becky Rech, Ian Stade, Jody Wurl
Questions: icstade@hclib.org



In the beginning



Hennepin County Library



Female
86 years old
HOPKINS, Minnesota
United States

Last Login: 6/2/2006

View My: [Pics](#) | [Videos](#)

Contacting Hennepin County Library

- [Send Message](#) [Forward to Friend](#)
- [Add to Friends](#) [Add to Favorites](#)
- [Instant Message](#) [Block User](#)
- [Add to Group](#) [Rank User](#)

MySpace
URL:
<http://www.myspace.com/hennepincountylibrary>

Hennepin County Library's Interests

- General** [library](#), [css](#), [rss feeds](#), [books](#)
- Music** Check out the [new music](#) CDs on order or recently arrived at the library.
- Movies** Want to reserve the [new dvds](#) at the library? How about [teen dvds](#)? We update them daily as we order them.
- Books** We've got lots of [new teen fiction](#). Not sure what to read next? Take a look at our [book lists](#).
- Groups:** [Teen Lit](#), [YA/Teen Books Discussion Group](#)

Hennepin County Library is in your extended network

Hennepin County Library's Latest Blog Entry [\[Subscribe to this Blog\]](#)

Summer Plans [\(view more\)](#)

MySpace [\(view more\)](#)

Summer [\(view more\)](#)

Second Life [\(view more\)](#)

Podcasts on TeenLinks! [\(view more\)](#)

[\[View All Blog Entries\]](#)

Hennepin County Library's Blurbs

About me:

Find books and more [go](#)

[26 libraries](#) in suburban Hennepin County, MN.

Check out the [blog](#) on our [TeenLinks website](#).

[Need homework help?](#)

Love books? So do we! [Find the next good book you're going to read, share a book review & more.](#)

College? Dating? Health? [Get sound advice.](#)

Question? [Ask us online 24/7.](#)
[hennepin county library](#)

Who I'd like to meet:

Library Users, Authors, Volunteers, Teens...

Our current model

Social media



Facebook

Posts about books and reading, resources and events



Twitter

Tweets about resources, events; answers to questions



Tumblr

Blogs about Special Collections, Minneapolis history



Instagram

Photos from staff of library people, resources, spaces



YouTube

Videos about Library services and resources, how-tos



Vimeo

Videos about Library services and resources, how-tos



Flickr

Photos from staff of library people, resources, spaces



Google+

Posts about books and reading, resources and events



LinkedIn

Job and internship postings, and library staff profiles

Evolution of Social Media Management

- Single manager model to team model
- Team supports manager, manager part of team
- Team started with guidelines
- Panel of experts – for library to consult
- Team facilitates the rollout of new platforms
- Content creation democratized

Instagram: The Beginning



Instagram Social Media Guidelines

Modified Jan. 13, 2015

Hennepin County Library will use one Instagram account for mobile photo sharing purposes. Each library that wants to have an Instagram presence can get trained on how to use the app with their iPad and how to tag photos.

The HCL Instagram account is reserved for individual library, department and system-wide photos. Each library will assign one or more staff members to post photos to Instagram. The Online Communication Senior Librarian will monitor the Instagram account and make sure it is properly tagged and described.



Instagram Scope – What to Share and Why

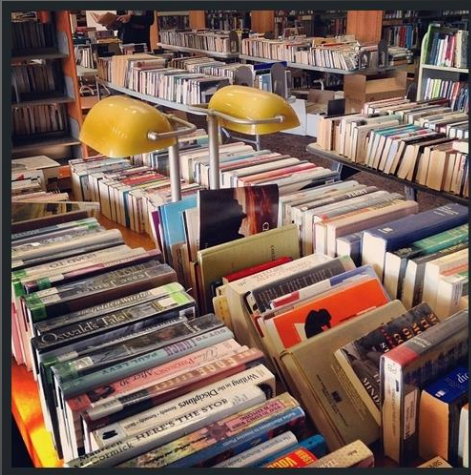
Instagram is a social media platform that allows HCL to engage patrons through immediate, informal, visual storytelling. It is a medium for visually showcasing people, resources, and spaces at HCL. Staff Instagrammers are based in libraries across the HCL system, providing multiple voices and giving a full picture of what it's like to be at our libraries. **Click on the images to view larger captions.**

We encourage photos/videos of:

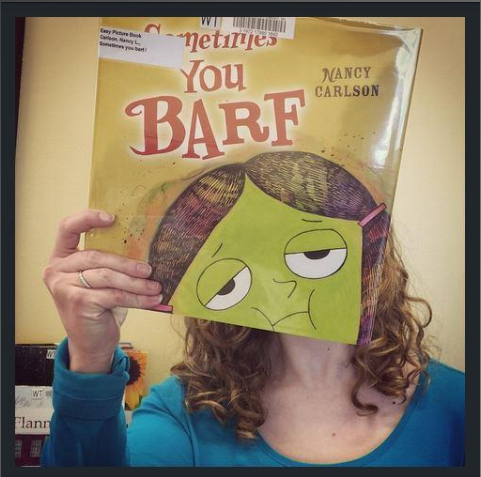
People – The human side of HCL, including staff, patrons and volunteers *(If showing individual faces, must have patron/volunteer complete a photo release form.)*

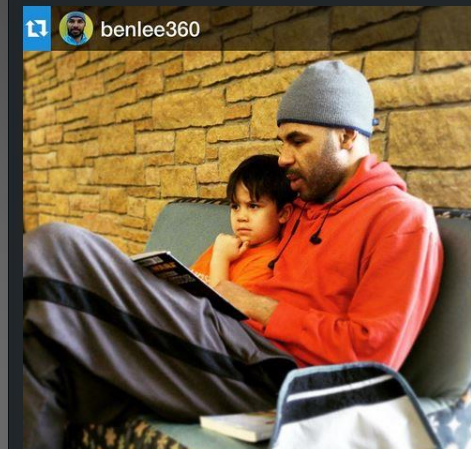


Instagram: Soft Launch



Instagram: Increasing Staff Participation





Instagram: Increasing
Public Participation via

#Repost

www.hcpl.org



Hennepin
County
Library

Tumblr: The Beginning

March 2011 24 posts

Minneapolis Oral History Collection

Guest blog post from one of our hard-working volunteers, Ben:

Special Collections only deals with books and records on paper right? Follow me and prepare to have your mind blown. Correct it is a collection of tapes and CDs,

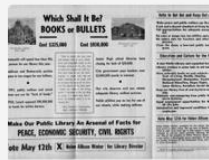


When was Grain Belt Beer born?

A lot of historical sources credit Grain Belt first being used in 1893 to describe beers brewed by Minneapolis Brewing Company. Two major changes happened around 1893, the new brewhouse was built in 1892 and the company was reorganized and offered stock in March 1892.



Placeography
Placeography is a wonderful way to learn more about your surroundings or share your research on a city, building, house, neighborhood, etc. Here is a page we did for one of our libraries, Linden Hills Community Library. You also can do a Placeography page for your



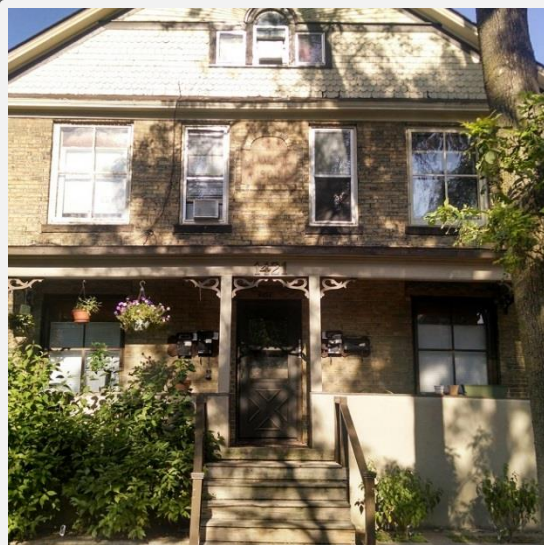
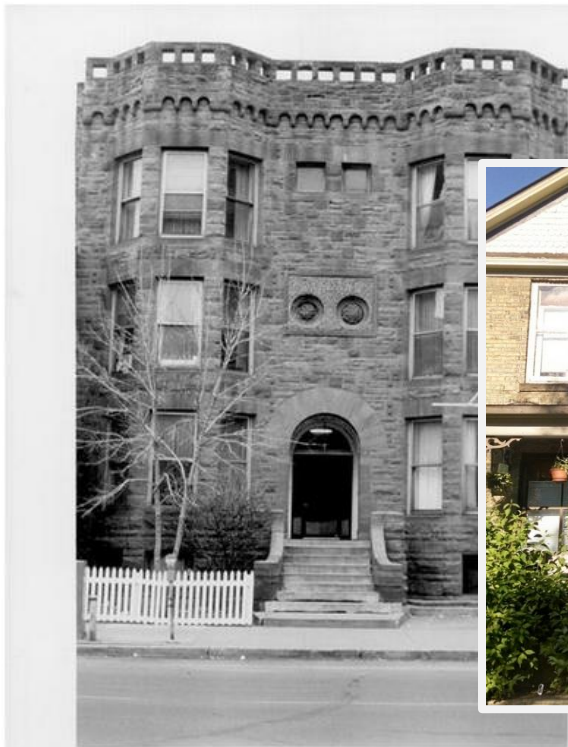
Sean Daley

/post/4140492288/richfield-in-1948-here-is-a-photo-from-1948-in

Tumblr: Team Approach

Having seen your recent post about the McKinnon you had any information about The Oakland Apartments on 9th Street in downtown?

Asked by [allweknowthatweknow](#)



media lab

Southdale-Hennepin Area Library

7001 York Ave. S., Edina 830-4929

Call in advance (830-4929) to check on booking equipment and facilities.

Media Lab Hours

Monday	5:30-9:30 p.m.
Tuesday, Wednesday, Thursday	10 a.m.-1 p.m.; 6:30-9:30 p.m.
Saturday	10 a.m.-4:30 p.m.

Learn how to use audio-visual equipment and create your own productions in the Media Lab, located on the second floor of the Library.

All you need to be eligible to use equipment in the Media Lab is a valid library card. If you have a Hennepin County Library card, you also are eligible to check out certain equipment from the Lab. In most instances instructions will be provided if you are unfamiliar with equipment; also, the Lab sponsors free instructional workshops periodically. You must supply your own film, tape, and developing materials.

Here's what you can do:

- develop black-and-white photos (the darkroom includes an enlarger, dryer, trays, thermometer, etc.)
- mount photos and pictures, or laminate (using the heat press, paper cutter and tacking iron)
- borrow slides for slide shows (slides on art, people, nature, contemporary issues, sites around the Twin Cities, Minnesota, and the world, and many more topics)
- create sound tracks (using the Lab's various records, microphones and other audio equipment)
- edit 16 mm, 8 mm and super 8 mm film
- project and enlarge pictures (with opaque projector)
- record events and scenes on video tape, 35 mm. or super 8 mm film (using Lab cameras and other equipment)

Special group tours may be arranged by calling the Lab in advance.

Tumblr: Scheduling

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M24 #BdayMIA													
	A	B	C	D	E	F	G	H	I	J	K	L	M
1	January	February	March	April	May	June	July	August	September	October	November	December	
2	1		Tilden WHM (Gail)										
3	2	Vietnam vets (Gail)	Iric Nathanson talk	lantern slides (Brett Programs (Lisa)									
4	3		HCL Catalog										
5	4												
6	5	Fair Oaks (Renae)	Black history (Gail)							Schmidler's meat M4288-91			
7	6		Lac des Pleurs										
8	7	Pracna	Mpls High 1877	Relief print display	national bike month								
9	8	Fonda reblog	Teen Tech Week										
10	9	Globe Bldg (Ted)											
11	10		Rosa Bogar talk	Photos (Hannah)	mother's day prog								
12	11	Old ref qs	Nankin Orchestra										
13	12												
14	13	victory book campaign	Lincoln bday	old YA room (Ted)	NLW - Minerva								
15	14	new artists books			NLW - Minerva								
16	15		Wheatly House (Gail)		NLW - Minerva								
17	16	Menuhin (Gail)	Conservatory (Nick)		NLW - Minerva								
18	17		cues for you (Katie)		NLW - Minerva								
19	18	Bradstreet (Marsha)	Quinlan WHM (Gail)										
20	19												
21	20												
22	21	oil station	Black history (Gail)	mark twain									
23	22		UMN Dentistry				#BdayMIA						
24	23	Phoenix (Marsha)		spencer earth day	MIA								
25	24												
26	25												
27	26	Met Opera (Marsha)		#BdayMIA									
28	27		Sanford WHM (Gail)										
29	28	Schiek's (Marsha)	#BdayMIA										
30	29												
31	30												
32	31	Palace Bldg (Paul)											
33													

Twitter and Facebook



#ReadThisNext



Public · Books · Hosted by Hennepin County Library

Hosting Edit

Monday, November 17, 2014 at 6:00pm - 8:45pm
about 3 months ago

Add a Location?

Just in time for cozy book nook reading season. Join us on Facebook, Twitter or Google+ from 6-8:45 p.m. on Monday, November 17. Name an author or title of a book you like and tell us why - we'll give you suggestions. Just post your titles and authors in the comments field of this event from 6-8:45 p.m. on November 17. #ReadThisNext #CozyHCL

GUESTS

66	9	163
went	maybe	invited

INSIGHTS

850 reached

238 viewed



May 15, 2014 · Minneapolis, MN

Just finished a 'A song of ice and fire', interested in something as character/plot driven but more feminist. Not typically into sci-fi. Favorite authors include Marquez, Erdrich.

Like · Comment · Share

Ben Stanley and Teresa Mock like this.



Heather Wambach Here is a whole awesome list for you! Some I'd recommend are The White Queen by Philippa Gregory and definitely The Hundred Thousand Kingdoms by NK Jemisin. <http://www.hclib.org/pub/bookspace/booklistaction.cfm...>

May 15, 2014 at 8:00pm · Like



Christina Gehring Also maybe the Parable of the Sower by Octavia Butler! May 15, 2014 at 8:14pm · Like · 3



[Redacted] Yes, anything by Octavia Butler. Try Wild Seed May 15, 2014 at 9:03pm · Like · 1



[Redacted] I second The Hundred Thousand Kingdoms. Very little sci-fi written by women of color, and THTK kept me turning pages! May 15, 2014 at 10:27pm · Like



Questions?

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